CONTRACT APPROVAL REQUEST

Promotion: **ROMPIENDO BARRERAS CONCERT**
Marlboro Music Concert Sponsorship

Vendor: Henry Cardenas & Associates, Inc.

Financial Impact: 1995 - **$100,000**; $50,000 will be paid upon full execution of the agreement; balance of $50,000 due on May 22, 1995.

1994 - N/A

Project Manager: Jose Fontanez

Contract/Program Description:

The attached contract by Philip Morris USA covers the arrangement for a presentation of a **Marlboro Music** concert on May 27th at the George Brown Convention Center in Houston, TX. This concert involves entertainment, signage and promotional kiosks.

Philip Morris is entitled to the following sponsorship rights:

- The exclusive right to distribute branded incentive items among adult smokers twenty-one years of age or older from promotional booths at the outside lobby and at locations to be mutually agreed upon by the parties;
- Four promotional kiosks, to be staffed by Phoenix Marketing, from which they will conduct name generation activities;
- The right to place six **Marlboro Music** light boxes in the lobby, with locations to be mutually agreed upon;
- Hang banners and signage on the stage and around the promotional booths and kiosks and at other locations at the site of the Concert mutually agreed upon by the parties;
- Sell cigarettes and distribute incentive items to smokers 21 years of age and older during the concert;
- 150 complimentary VIP concert tickets;
- Exclusive use of a hospitality area with furnishing supplied by Promoter, with food and beverages supplied by and location subject to the approval of Philip Morris; and,

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Source: https://www.industrydocuments.ucsf.edu/docs/nqfm0004

- The right to recognition in advertising placed in connection with **Marlboro or Music Concert.**

Financial Elements:

This agreement covers Marlboro's arrangement with Henry Cardenas & Associates, Inc. and the brand's presence at the event and **Marlboro Music** concert date. The total sponsorship fee will be $100,000 **(044-454-4440-00-E47)**, payable as stipulated above.

Budget Implications:

This sponsorship fee has been budgeted in our 1995 program.

Approvals:

J. Fontanez _____ _____

S. Sampson _____ _____

I. Broeman *FOR YOUR SIGNATURE*

Accounting
J. Lawrence _____ _____

Budgets
M. Rucker _____ _____

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Source: https://www.industrydocuments.ucsf.edu/docs/nqfm0004